

ABSTRAK

Dalam upaya memaksimalkan kinerja keuangan perusahaan yang bergerak dalam industri otomotif, maka salah satu upayanya adalah dengan memiliki struktur modal yang baik. Tujuan penelitian adalah untuk mengetahui pengaruh pertumbuhan penjualan, struktur aset dan likuiditas terhadap struktur modal pada perusahaan industri otomotif yang terdaftar di Bursa Efek Indonesia periode 2014 – 2018. Populasi dalam penelitian ini adalah perusahaan otomotif yang terdaftar di Bursa Efek Indonesia. Sampel yang digunakan berjumlah 10 perusahaan otomotif yang dipilih secara *purposive sampling*. Data yang digunakan dalam penelitian ini menggunakan data sekunder yang berupa laporan keuangan perusahaan industri otomotif di Bursa Efek Indonesia. Teknik analisis yang digunakan adalah analisis regresi linier berganda.

Hasil dari penelitian menunjukkan bahwa variabel pertumbuhan penjualan berpengaruh positif signifikan terhadap struktur modal, variabel struktur aset berpengaruh positif signifikan terhadap struktur modal dan variabel likuiditas berpengaruh positif signifikan terhadap struktur modal pada perusahaan industri otomotif di Bursa Efek Indonesia periode 2014 – 2018.

Kata Kunci: Struktur Modal, Pertumbuhan Penjualan, Struktur Aset, Likuiditas



ABSTRACT

In order to maximize companies' financial performance of automotive industry, one of the ways is by having a good capital structure. Therefore, this research aimed to find out the effect of sales growth, asset structure and liquidity on the capital structure of automotive industry companies which were listed on Indonesia Stock Exchange 2014-2018. While, the population was automotive companies which were listed on Indonesia Stock Exchange. Moreover, the data were secondary in the form of companies' financial statement. Furthermore, the data collection technique used purposive sampling. In line with, there were 10 companies as sample. Additionally, the data analysis technique used multiple linear regression.

The research result concluded sales growth had positive effect on the capital structure of automotive companies which were listed on Indonesia Stock Exchange. Likewise, asset structure had positive effect on the capital structure automotive companies which were listed on Indonesia Stock Exchange. In addition, liquidity had positive effect on the capital structure automotive companies which were listed on Indonesia Stock Exchange.

Keywords: Capital Structure, Sales Growth, Asset Structure, Liquidity

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